

June 7, 2006
FCC Comments
98-120
Multicast – Must-carry

My name is Mac Douglas and I am the Vice President and General Manager for Midessa Broadcasting, LP (KWES-TV/DT), Odessa/Midland, Texas. This attachment concerns 98-120 and the multicast must-carry vote scheduled for June 15, 2006. KWES-TV/DT is currently broadcasting one additional digital broadcast channel. 11.2 is a Telemundo affiliation, providing Spanish language programming as well as eleven thirty minute local newscasts per week, in Spanish, to our viewing audience. In addition, we provide information on pertinent issues to our Spanish speaking audience such as housing, education, crime, immigration, health and other issues of importance. We also air Spanish language broadcasts of Dallas Cowboys Preseason Football, which are very popular with our Hispanic viewers.

Within the next few weeks, 11.3 will begin broadcasting the bilingual LATV network, which will provide music entertainment for both Spanish and English speaking viewers. It is our hope that as we expand our cable penetration, we will be able to provide at least severe weather and breaking news alerts and at some point full newscasts in Spanish.

Technology is now advancing to the point of being able to broadcast at least one additional channel within the digital spectrum. We are considering the addition of a 24/7 local weather and news channel that would allow us the opportunity to provide expanded local breaking news and severe weather coverage as well as other programming of local community interest.

KWES-TV/DT has had limited success in our cable carriage efforts for both 11.2 and 11.3. Objections from cable operators are wide ranging and vary from operation to operation. Some of the smaller operations complain that they do not have the analog channel space and do not have a digital tier available to subscribers. The larger operations are reluctant to down-convert a digital signal to their analog tier and the number of digital subscribers is much smaller than their basic or expanded basic analog subscribers. However, in those locations where we have been successful in getting a cable channel for 11.2 and 11.3, we have had good response from viewers about the service they provide.

In conclusion, it is our hope that the FCC will reconsider its initial vote on the Multicast Must-Carry issue, and vote for it. We believe our local viewers are worth the commitment. What we need is the opportunity to reach them. Multicast must-carry will help make this possible.